

# The Power of the Internet Blog & Introducing RESNET's Blog

**2005 RESNET Conference**

**March 2, 2005**

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RESNET**

**Randy Martin  
R.L. Martin Associates**

# What is a Blog?

- **Short for web log**
- **Interactive online information source**
- **Giant conversation in cyberspace**

# Why are Blogs Popular?

- Any news is news (entries have a short life)
- Entries can be anonymous/unedited
- 7 million Blog sites
- 27% of internet users view blogs

# Most Blogs Have an “Agenda”

- Blogs became popular during the last presidential race
- Effective fundraising tool for Howard Dean
- Control of entries varies according to manager of Blog site

**“ Bloggers have no pretense about being objective and they are blasting wide open the myth of objectivity”**

**Jane Kirtley, media ethicist**

# ResBlog's Agenda

- **Create a community for professionals in the rating industry**
- **Provide a venue for sharing up to the minute news and information of interest to those in the rating industry**
- **Provide for (almost) real time feedback (not a chat room or bulletin board)**

# ResBlog's Agenda

- Timely news and updates from RESNET
- Time sensitivity
- Lifestyles of our RESNET network and industry professionals

RESNET: Residential Energy Services Network | Setting the Standard for Quality - Microsoft Internet Explorer

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# RESNET

Residential Energy Services Network

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## Setting the STANDARD for QUALITY



- ▶ About RESNET
- ▶ Energy Ratings & Mortgages
- ▶ RESNET Standards
- ▶ RESNET Accredited Programs
- ▶ Become a Certified Rater
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The Residential Energy Services Network's (RESNET) mission is to improve the energy efficiency of the nation's housing stock and to qualify more families for home ownership by expanding the national availability of mortgage financing options and home energy ratings. RESNET is a membership 501-C-3 non profit organization. RESNET's activities are focused on:

- Adopting and maintaining the national standards for home energy ratings.
- Accrediting home energy rating providers, energy rating training providers, and home energy rating software programs.
- Working with the mortgage industry in developing innovative residential energy efficiency financing products
- Educating the public and the housing industry on the benefits of residential energy efficiency

For information on membership to RESNET [click here](#).

### HOT NEWS

<p><b>2005 RESNET Conference</b> February 28 - March 2, 2005 Marriott Plaza, San Antonio, TX</p>	<p><b>Ratings Proposed As Compliance Option to IECC</b> ACEEE Proposal to the International Code Council</p>	<p><b>Enhancements to National Home Energy Rating Standards Adopted</b> View newly adopted amendments</p>
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**RESBlog**

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**Texas Based Engineering Firm Seeking Rater/Inspector in Houston**  
 Wednesday, February 16, 2005 - 9:07 AM  
 Posted By: Matt Stevens

C & C Engineering, a well-established engineering firm operating throughout the state of Texas for 25 years, is currently looking for candidates to fill a rater/energy inspector position in the Houston area. All ratings and inspections will be paid on a contract basis, and candidate must have ICC energy certifications. Interested individuals should contact Matt Stevens at [matt.stevens@cnceng.com](mailto:matt.stevens@cnceng.com).

[Comments \(0\)](#) :: [2/16/2005 9:07:43 AM](#) :: Posted in: [Building Performance Job and Business Opportunities](#) :: [Email a Friend](#)

**Solar Electric Design and Installation Workshop, Austin, TX, April 4-9, 2005**  
 Wednesday, February 9, 2005 - 4:53 PM  
 Posted By: Amanda Bybee

Join Solar Energy International (SEI) for an intensive hands-on Solar Electric Design & Installation workshop at the Lady Bird Johnson Wildflower Center in Austin, Texas to make a positive change for the future. Austin has some of the best renewable energy tax credits in the nation for installing solar

**Submissions**

[Submit Link](#)  
[Submit Post](#)

**Archive**

February 2005 (11)  
 January 2005 (26)  
 December 2004 (28)  
 November 2004 (23)

**Categories**

[Building Performance Job and Business Opportunities](#)  
[Hot Topics](#)  
[News from RESNET](#)  
[Posts and Views](#)

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# ResBlog's "Categories"

- News From RESNET
- Hot Topics
- Posts and Views
- Business Performance Job and Business Opportunities
- Upcoming Events

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**Add New Post**

Title

Your Name

Your Email

Your Website

[Save](#)

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# Postings

- RESNET staff notified via e-mail
- RESNET staff reviews for appropriateness, category(s), and end-date (default = 1 month)
- RESNET staff approves – may take up to 48 hours – depending on day and time



# Commenting

- RESNET notified via e-mail
- Your comment reviewed by RESNET staff before posting – comments will not be edited
- RESNET staff approves – may take up to 48 hours – depending on day and time

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Address [http://www.natresnet.org/resblog/submit\\_link.asp](http://www.natresnet.org/resblog/submit_link.asp) Go Links

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P.O. Box 4561, Oceanside, CA 92052-4561, (760) 805-3448  
Send Comments, Questions or Suggestions to: [info@natresnet.org](mailto:info@natresnet.org)

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# Posting Links

- Only links to Blog's
- Not links to web sites



## Other Features

- **E-mail a friend**
- **Archives – submissions archived by month**

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## Setting the STANDARD for QUALITY

### Setting Up Your Own Blog

With RESNET's goal of building communities, we invite you to create your own blog. Business leaders are increasingly finding blogs are indispensable tools. The benefits of a blog include:

- Provides a means to keep abreast of the latest trends in the industry
- Provides a simple way to share thoughts with peers on the net
- Help to develop your reputation with peers

Setting up a blog need not be a major time or money investment. It is relatively easy to create and update one. Below are links that will help you set up your blog:

- [www.blogger.com](http://www.blogger.com)
- [www.livejournal.com](http://www.livejournal.com)
- [weblogs.about.com/cs/blogcreatetools/a/beginblog.htm](http://weblogs.about.com/cs/blogcreatetools/a/beginblog.htm)

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- [www.blogger.com](http://www.blogger.com)
- [www.livejournal.com](http://www.livejournal.com)
- [www.ModBlog.com](http://www.ModBlog.com)
- [www.MyBlogSite.com](http://www.MyBlogSite.com)

# Response to ResBlog

- **Amazing response since ResBlog went on-line in XXXX,**
- **Visits to ResBlog average XX/week**

# Make Visiting ResBlog a Habit!

**You can “participate” by submitting postings or comments ..... or you can just “visit” ResBlog**

**The important thing is to make a HABIT of visiting ResBlog on a regular basis for the latest news in the rating industry**